

"TFAP Curriculum" Deployment Plan: Delivery Options

Potential Vehicles		Additional Information	Advantages	Drawbacks	Accessibility	Effectiveness	Measurement	Frequency	Maintenance	Push/Pull	Approvals	Expense	Labor
How can we publicize the curriculum? -"" indicates recomd. options -grey areas indicate considered & rejected options		How do we plan to use the vehicle? What additional logistical information/details do we need to implement the vehicle?	What are the advantages of the vehicle?	What are the drawbacks of the vehicle?	How easy is it for our audience to access the vehicle?	How effective is the vehicle?	How do we measure if the communication was successful?	How often do we need to distribute?	How difficult is it to update/maintain this vehicle?	Does the audience need to be active/passive to get the msg?	Who needs to approve/authorize?	How much does it cost to produce this vehicle?	What is the level of effort required to produce this vehicle (include approval)?
Electronic	*Web Page (w/web links, soft copy of post./flyer)	A link to the FSA Course Curriculum webpage from the Schools Portal will be created by Beth Arbogast. (Graphics provided by Cindy Farrell). Development time estd. less than 1 week once requirements finalized. Approval process estd. less than 1 week and will involve Colleen Kennedy, Jeannette Zink and Bill Ryan.	Consistent message, self-service, immediate, paperless	Technology may not be preferred by segment of audience	Medium	High	# of hits per page	one time	?	Pull	Schools/ Secty Paige's Office	High	Medium
	Individual cur. Q&A	A tool on the webpage that customizes the curriculum to the individual's needs	Personalized, Paperless	*	Medium	High	# of hits per page	ongoing	?	Pull	*	Medium	Medium
	*Email	An email announcing the availability and location of the series could be sent to FAAs. Currently, no regular email sent to FAAs.	Consistent message, dir., low cost, immediate, paperless	impersonal, creates 'junk' email, not everyone likes email	High	Medium	Return receipt on mail	one time	n/a	Push	"	Low	Low
	Elec. Annt.	New announcements posted on Schools Portal/IFAP, accessed by FAAs, distributed as needed, approved through OPM	*	*	Medium	Medium	?	one time	n/a	Push	*	Low	Low
	*Listservs	Listservs include: Direct Loan (int.), and FINAID-L and BURSAR-L (ext). Audience for ext. includes business office function (cash handling & actg). A message announcing the curriculum and location would be posted to both national and regional listserves. Any registered member can post a message.	"	Usage varies by region	Medium	High/Low	?	?	n/a	Push	"	Low	Low
	P-Msg	Electronic message pushed out via SAIG, reaches all SAIG destinations. Used by personnel at school responsible for Ed Express. Approval through PEPS/OMB.	*	Reqs. help from Schools Chnl, Could delete message	Medium	High/Low	?	?	n/a	Push	*	Low	Low
	*News. Art. (NASFAA or Proprietary)	An article in NASFAA and/or proprietary newsletter announcing the curriculum and describing objective.	Consistent message, low cost, fast	Possibly ignored	Low	Medium	?	one time	n/a	Push	*	Low	Low
	Web bner/IFAP pg	N/A	High Visibility	Dependant on IFAP utilization	Medium	?	?	?	?	?	*	Medium	Medium
	Regional Websites	N/A	Consistent message, self-service, immediate, paperless	Technology may not be preferred by segment of audience	Medium	High	# of hits per page	one time	?	Pull	*	Low	Low
Paper	Soft copy of Poster/Flyer	N/A	Consistent message	Requires printing/posting by individuals at every school	Medium	Medium	?	as-needed	?	Push	*	Medium	Medium
	*Poster/Flyer	Create poster/flyer in PPT using key messages. Cindy Farrell develops.	Consistent message	Often ignored, requires paper	Medium	Medium	?	as-needed	Requires redistribution	Push	"	Medium	Medium
	*Dist. posters at FSA trng events	Posters created in-house (PPT), distributed at workshops (Cash Mgmt, etc). Approved by Jeannette Zink.	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	ongoing	Requires redistribution	Push	"	Medium	Low
	*Dist. Posters at EAC	Posters created in-house (PPT), distributed at workshops (Cash Mgmt, etc). Approved by Jeannette Zink.	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	ongoing	Requires redistribution	Push	"	Medium	Low
	*Dist. Posters to Customer Service Reps.	CSRs need to be aware of the FSA Course Curriculum, and refer FAAs who call the hotline to the webpage.	Reach target audience at point of need	Inconsistent Message. Only reaches those who call the hotline	Low	High	?	ongoing	n/a	Pull	?	Low	Low
	Wallet Cards	Funding	Convenient to Hold/Carry	Requires Paper. May be \$\$	Medium	Medium	?	one time	Requires redistribution	Push	*	?	Low
	Post Its	Funding	Useful. Success in Past	Expensive	Medium	Medium	?	one time	Requires redistribution	Push	*	High	Medium
	Written Letter	N/A	Low cost, fast, control over target audience	Not face to face, can be uninteresting, requires paper	Medium	Medium	?	one time	n/a	Push	*	Low	Low
Face-Face	Pamphlet	N/A	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	one time	Requires redistribution	Push	*	High	High
	*Announce. At EAC	Someone from the Schools Channel will briefly announce the FSA curriculum, and mention posters w/links. EACs are in Nov/Dec. Oct. 29 deadline/Susan Thares.	Large target audience	Only reaches those who attend, audience varies (i.e., EAC vs. NASFAA)	Medium/Low	High	?	as-needed	n/a	Push	"	Low	Low
	*Announce. at Training Sessions	Trainers will briefly announce the FSA curriculum and mention posters w/links.	Reach target audience, Captive Audience	Inconsistent Message	Low	High	?	ongoing	?	Push	"	Low	Low